

THE CANADIAN COIN BOX and VENDING

IN THIS ISSUE

- Music Ops. Face Drastic Changes
- How to Analyze Music Route Costs and Operating Procedure
- Singing Jingles in Jukes

SEPT.
OCT.
'48



Dual Remote Volume Control

Volume in the Symphonola Speaker and all remote speakers in the location may be operated from a remote point. Records may be cancelled at a finger's touch. Volume may be predetermined and locked, preventing change by any unauthorized person.

"The complete Music System."

It's a Fact!

The Seeburg 5-10-25c Wall box is the biggest money maker of them all.

Protect your TOP LOCATIONS by installing the 3-Wire Seeburg Wall-O-Matic NOW!

Generous trade-in allowances on your old Phonographs.

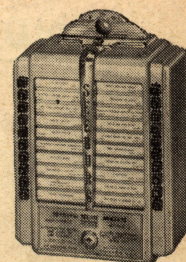
"Be Sure — Buy Seeburg"

BALDWIN DISTRIBUTING CO. LTD.

AD 3295

620 King St. W.

Toronto



SEEBURG
WALL
BOX

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

IT'S UNBELIEVABLE

But it's True!

10 DAY SALE

RUBBER PARTS FOR PIN BALL

| | | REGULAR | SALE |
|--------------------------------|---------------|---------|---------|
| Small Live Rubber Ring, ----- | per 100 ----- | \$ 3.50 | \$ 2.25 |
| Large Live Rubber Ring, ----- | per 100 ----- | 4.50 | 3.25 |
| Extra Live Rubber Ring, ----- | per 100 ----- | 5.50 | 4.25 |
| Super Large Rubber Ring, ----- | per 100 ----- | 10.00 | 6.25 |

PLASTIC PARTS

| | | | | | |
|---------------------------|-----------|---------|------------------|-------------------|------|
| Housing for Plunger Rod | \$ 0.60 | \$ 0.49 | (specified game) | | |
| Plunger Rod. & Housing | | | complete ----- | 1.45 | 1.10 |
| Housing for Ball Lift Rod | .45 | .29 | (specified game) | | |
| Ball Lift Rod & Housing, | | | complete ----- | .95 | .65 |
| Post Bullet ----- | 1.35 doz. | .95 | | | |
| Island Percentage (Small) | 1.85 doz. | 1.15 | " " | (large) 2.85 doz. | 1.95 |
| Tapered Percentage | | | Bumper ----- | 2.85 doz. | 1.95 |

2 strength wire Rubber insulator, yellow, combrick cover 1½c. a foot, per roll of 1 thousand feet.

Most completed assortment part for all makes of amusement machine.

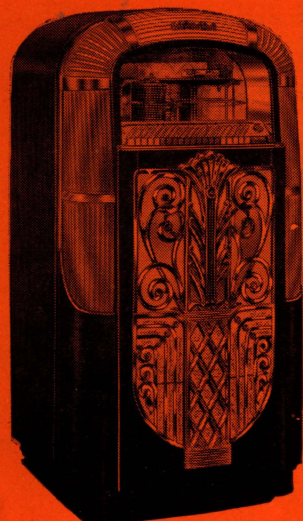
WRITE FOR OUR PRICE LIST — ONLY GENUINE PARTS SOLD

POST WAR GAME

| | | | |
|----------------------|-----|--------------------------|-----|
| Baffle Card ----- | 300 | Lucky Star ----- | 400 |
| Big Hit ----- | 225 | Mexico ----- | 450 |
| Bowling League ----- | 410 | Midget Racer ----- | 260 |
| Carousel ----- | 425 | Play Boy ----- | 375 |
| Cross Fire ----- | 300 | Rocket ----- | 400 |
| Cyclone ----- | 380 | Spellbound ----- | 300 |
| Double Barrel ----- | 260 | Stage Door Canteen ----- | 265 |
| Gold Ball ----- | 450 | Superliner ----- | 295 |
| Havana ----- | 375 | Surf Queens ----- | 250 |
| Kilroy ----- | 350 | Tornado ----- | 350 |
| | | Torchy ----- | 425 |



ANIEL AMUSEMENT



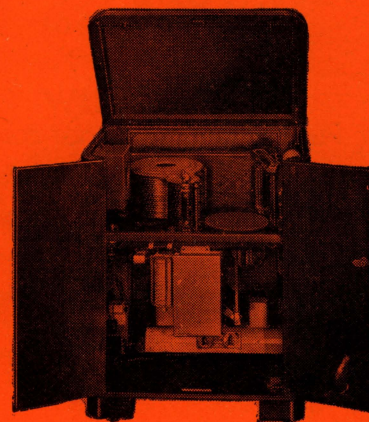
The PHONOGRAPH
That Sells—
MUSIC

NEW POLICY!

**Sub Dealer Price on All
New Rock-Ola Phonographs
and Supplies.**

**We are Eliminating All Jobber
Outlets.**

Limited Stock on Hand.



MODEL 1424
PLAYMASTER

USED MACHINES IN GOOD CONDITION

| | |
|---------------------|-----------|
| Seeburg Rex. | \$ 175.00 |
| Seeburg Gem. | 250.00 |
| Seeburg Colonel | 399.00 |
| Seeburg 146 | 799.00 |
| Seeburg 147 | 900.00 |
| Seeburg 148 | 1099.00 |
| Rock-Ola Model 1422 | 799.00 |
| Rock-Ola Hideaway | 225.00 |
| Mills Empress | 275.00 |
| Aireon De-Luxe | 495.00 |
| Wurlitzer P. 12 | 95.00 |
| Wurlitzer 412 | 125.00 |
| Wurlitzer 616 | 175.00 |
| Wurlitzer 24C | 225.00 |
| Wurlitzer 500 | 350.00 |
| Wurlitzer 600 | 350.00 |
| Wurlitzer 700 | 450.00 |
| Wurlitzer 800 | 450.00 |
| Wurlitzer 1015 | 799.00 |
| Wurlitzer Model 41 | 185.00 |
| Wurlitzer Model 61 | 175.00 |

TELEPHONE EQUIPMENT

| | |
|----------------------|---------|
| Personal Music Boxes | \$20.00 |
| Musical Music Boxes | 18.00 |

COMPLETE STUDIO _____ Write

To Be Sold at Give Away Price.

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RMC

CLEARANCE ODDS AND ENDS

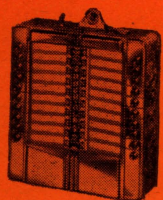
| | |
|--|----------|
| Evans Ten Strike | \$ 75.00 |
| Keeney Air Raider | 100.00 |
| Mutoscope Sky Fighter | 165.00 |
| Chicago Coin Hockey | 160.00 |
| Bally Rapid Fire | 80.00 |
| 8 Wire Cable per foot | .06½ |
| 5 Wire Cable per foot | .05 |
| 4 Wire Cable per foot | .04½ |
| 30 Wire Cable per foot | .18 |
| Adaptor for Rock-Ola | 51.00 |
| (Genuine Rock-Ola Parts) | |
| New Debit-Credit Conversion Kit | |
| Installed Free On All Rock-Ola Phonographs—Write | |

**OUR NEW POLICY IS TO CLEAR THE
GREATEST AMOUNT OF EQUIPMENT
AT THE LOWEST PRICE.**

WE WILL BUY YOUR ENTIRE EQUIPMENT

REFERENCES

Dun and Bradstreet, Royal Bank of Canada



MODEL 1530 WALL BOX

Mortimer Sales Co.

1269 AMHERST STREET

Phone: AMherst 1400

MONTREAL, QUE.

Editorial

by a *Leading Personality in The Industry*

Public relations is not completely based on publicity. In this industry there is much public relations effort which can be put forth without the need for publicity campaigns.

It is a known fact that the majority of the equipment of the industry, on a national basis, is located in retail establishments where wine, beer, liquors and foods are sold.

That being the case, one of the very first public relations jobs which the members of this trade are faced with, is tying in more closely with the people and organizations in these fields.

Already some coin machine associations, as well as independent coin machine operators, are working in close harmony with the restaurant, beer and liquor dealer associations in their territories.

Also of major importance, is the public relations job which the average coinman can accomplish on

his own accord, or via his servicemen and collectors, with all of his locations.

Thru the location owner he can reach the general public. Therefore, the good public relations he sells the storekeeper is, in turn, sold by the storekeeper to his customers. That makes for better understanding all around.

Each and every month sees some territory hit by greater taxes, another area being forced to close on certain types of equipment, and still another being pushed into a very desperate position by either newspaper crusaders, fanatics, hypocrites, politicians, and what not, who always feel that the time is ripe for them to smash down on the necks of the men who are operating coin machines.

To overcome much of this sort of crusading fanaticism, the operator need but educate his storekeeper to the point where the merchant, himself, will go to bat for him, and thereby squelch many of these uniformed fanatics who want this nation to run only as they believe it should be run.

Therefore, the biggest share of any public relations work which this industry can undertake, rests entirely on the shoulders of the operators themselves.

It is up to the operators to make boosters of their location owners who will, in turn, help make boosters of the players, and get these patrons of coin operated equipment, whether juke boxes, games or merchandisers, to spread the good word further and further into the very heart of the public THAT THE MEN IN THIS INDUSTRY ARE LAW ABIDING, GOD-FEARING, GOOD CITIZENS, ENGAGED IN A BUSINESS THAT IS JUST AS CLEAN AND JUST AS UPSTANDING AS ANY OTHER BUSINESS IN THE NATION.

Bill Gersh

Publisher of the "American Cash Box".

The CANADIAN COIN BOX

SEPT.-OCT. 1948 Vol. 2, No. 12

Edited and Published in Owen Sound,
Ontario by Eddie Sargent

United States Representative
McIntyre, Simpson & Woods,
Chicago

Advertising and Copy Deadline
10th of Each Month
Rates on Request

SHORT-CHANGE ARTISTS ARE BACK IN WESTERN CANADA

A short-change artist recently arrested in a western city admitted taking business men in that city alone for \$10,000 during the past year, reports the Better Business Bureau.

This is the way the fellow and an accomplice operated:

First he obtained a number of new \$20 bills making sure the serial numbers were in sequence. The accomplice then entered a store, made a small purchase and paid for the merchandise with one of the \$20 bills. After receiving the change he stood aside. The short change artist, following right behind his accomplice, also made a small purchase and paid for it with a \$1 bill. If the cashier laid the bill on the cash register, he stalled until it was put away.

He then stood with his hand out and claimed that he had given the clerk a \$20 bill. If there was an argument, he explained that he had just got some \$20 bills from the bank, and that the serial number of the bill would correspond with the series of those he had in his pocket. The other bills were then produced and, on the basis of this convincing evidence, the clerk usually gave him an additional \$19.

If, on the other hand, the clerk stated that a previous customer had given her a \$20 bill, the accomplice, who overheard the argument denied that he had given her a \$20 bill and said it was a \$1 bill he had given her.

The scheme is said to have worked with almost unflinching regularity.



NEW VEEDER COUNTER

A new general purpose counter in a series of four styles has been announced by Veeder-Root. This is a mechanically operated counter which is adaptable to any standard drive, from either side. It is a compact unit designed to easily fit into any type machine or product where space limitations are a factor. In use its direct readings tend to prevent errors in reading formerly made with the old style graduated dials. A leaflet giving full specifications is available to all prospective users and the manufacturer will provide engineering assistance where desired. For full particulars on this new counter or the full Veeder line write: Veeder-Root, Inc., Dept. CMJ, Hartford 2, Conn.

TO BUY OR SELL EQUIPMENT

contact

WALLY WILSON

WILSON COIN MACHINE

191 PACIFIC AVE.

WINNIPEG

WANTED

Wurlitzer Hideaways 1017A

Post War Pin Games

BOX NO. — 6 CANADIAN COIN BOX

SPECIAL SUMMER SALE OF PIN GAMES

| | | | |
|---------------|----------|-------------------|----------|
| Air Circus | \$145.00 | Air Force | \$125.00 |
| Avalon | 20.00 | Eagle Squadron | 165.00 |
| Anabell | 55.00 | Fifty-Grant | 20.00 |
| Belle-Hop | 105.00 | Fiesta | 375.00 |
| Bosso | 95.00 | Havana with motor | 465.00 |
| Bola-Way | 75.00 | Knock-Out | 135.00 |
| Catalina | 235.00 | Killroy | 325.00 |
| Cyclone | 425.00 | Liberty | 225.00 |
| Dynamite | 375.00 | Monicker | 99.50 |
| Miami-Beach | 150.00 | Snappy 41" | 95.00 |
| Slap the jap | 79.00 | Spot Pool | 115.00 |
| Shangrila | 195.00 | Sky Rider | 135.00 |
| Superliner | 335.00 | Smarty | 400.00 |
| Texas-Mustang | 105.00 | Yankee Doodle | 195.00 |

and many others write \$2.00 extra for crating

Slots, one Ball Payout Game, Grips. Price list on request.

PARTS AND SUPPLIES:

| | |
|--------------------------------|------|
| A.B.T. Free Play Coin Chute | 3.95 |
| Phanstiel Needles 25 or more | 0.42 |
| Recton needles up to 5000 play | 0.38 |

BEAUDOIN DALLAIRE

St-Joseph-de-Beauce, P. Qué.

SINGING JINGLES IN JUKE BOXES

ADVERTISERS INVESTIGATING POSSIBILITIES AS OPERATOR SEARCH FOR ADDED \$ GROW

Many Locations Still Frown on Musical Commercials

Possibility of singing jingles, the same ones which are now used to sell a variety of products via the airlines, invading the juke box field in the near future grew stronger this week when it was learned that several accounts in the Chicago area are investigating the cost of such a program. While no set figures have been established for such a service, the nearest compromise at this time appears to be \$1 a week per machine, with the operator and the location owner throwing the money into the coin box before the commission split is effected.

With operators searching for added income from their machines, the move to install the singing commercials in the juke boxes has gained momentum in recent weeks here. Operators with from 100 to 200 pieces of equipment on location look upon the idea as a potential life-saver, with the additional \$100 to \$200 a week income from the advertisers going a long way toward overcoming the loss in revenue from television and other factors.

Locations, meanwhile, are divided as to acceptance of the idea. Many of the top spots do not want to commercialize their juke boxes, on the grounds that they are for the customer's enjoyment, and they feel commercial interruption, even tho it may be a musical one, would be frowned upon by the patrons. Smaller locations, in some cases, look at the proposed move from a financial view, and would like to see the cost go higher than the \$1 fee which has been projected. Others are not too impressed one way or another, saying that the singing jingle would probably correspond to the back-bar signs which beer and liquor companies now install in locations, and as long as there is some financial return for the service, they would be satisfied to test it for a set period of time.

Cost Problem

Major stumbling block in the move to get the singing commercials into juke boxes is the high cost for the limited circulation afforded, according to the advertisers who have been contacted. The \$1 fee,

which would probably be acceptable to many beer advertisers, is still not entirely acceptable to the operator and/or the location.

Too, the cost of playing the jingles is another factor that enters into the picture. Sar Enterprises here has developed a new two-way Genii switch which is adaptable to any juke box on the market, and which can be so set as to play the jingle at given intervals thruout the day (**The Billboard**, August 21).

Max Sparks, president of the firm, has been in contact with local operating firms as well as advertisers, and has offered a deal wherein Sar will install the Genii switch in the operators' equipment, handle the recorded jingles at no cost to the operator, and also handle payment to the operators for the use of their equipment. However, to date Sparks has not been able to get the potential advertisers together with the operators (and locations) on a suitable financial arrangement.

Methods Involved

Use of the singing jingle, minus the talk commercials, at the present time is deemed the best bet for the juke box as far as advertising is concerned. A straight jingle, with no before-and-after announcement, could take as little as 10 seconds of actual play time, and, thru the Genii switch, for example, could be played from one to eight times an hour. If played twice an hour every day for seven days, the actual cost to the advertiser, based on the \$1 per week per machine rate, would be less than 1/2 cent per performance. Thru the Genii switch, the singing jingle would automatically be played at the set intervals, thus offering a play-stimulator as well.

Another method being discussed is the use of a full song, developed from a singing jingle used by an advertiser which would carry a tag at the opening and/or closing of the disk going along the lines of: "This record is brought to you through the courtesy of such-and-such a product."

An example of an advertiser fitting into both of these methods of promoting a product via juke boxes would be a firm like Canadian Ace Beer here. Firm now uses a singing jingle on the air which has become popular, and is reported to be expanding the jingle into a full-length song.

BUY WITH CONFIDENCE

Canada's Mail Order House

WALL BOXES AND SPEAKERS

| | |
|---|---------|
| PHONOTONE Coin Box and Speaker | \$17.50 |
| Wurlitzer Used, 30-wire | 14.50 |
| Packard New Hi Chrome 5c & 10c | 64.50 |
| Packard Used | 49.50 |
| Rockola 1530 | 55.00 |
| Seeburg Adaptors New Buckley | 49.50 |
| Wurlitzer, 3-wire 5-10-25c | 14.95 |
| AMI Adaptor, New | 35.00 |
| Wurlitzer Adaptors, New, All Models | 57.50 |
| New Packard Adaptor for Mills | 45.00 |
| Fantasy Lite Up Speaker | 23.50 |
| Drum Major Lite Up Speaker | 24.75 |
| Buckley 20 & 24 Record | 12.50 |
| New Buckley Chrome | 49.50 |
| Buckley Silver & Gold Chrome | |
| 20-24-32 Rec., Lite Up | 24.50 |
| Solotone Boxes New 5 & 10c | 27.50 |
| Solotone Boxes Used 5 & 10c | 19.50 |
| Rockola Adaptor for '40 | 49.50 |
| Wurlitzer 100 new 30 wire | 35.00 |
| Wurlitzer 100 used, like new | 24.50 |
| Personal Music | 19.50 |
| Solotone Location Amplifier New | 99.50 |
| Solotone Location Amplifier Used | 69.50 |
| Amplifiers & Speakers for all Phonographs | Write. |

ONE BALL—60 Cycle

| | |
|--------------------------------|----------|
| Sport Special F.P. | \$295.00 |
| Dark Horse F.P. | 325.00 |
| Record Time F.P. | 325.00 |
| Blue Grass F.P. | 375.00 |
| Ak-Sar-Ben, 6 Multiple Pay Out | 275.00 |
| 1-2-3 Pay Out and Free Play | 125.00 |
| Skunk Pay Out | 95.00 |
| Credit Pay Out | 75.00 |
| Preakness DeLuxe Pay Out | 150.00 |

Many Others — WRITE

FIVE BALL FREE PLAY GAMES

| | |
|-------------------|----------|
| Avalon | \$ 50.00 |
| Genco Big League | 75.00 |
| Attention | 60.00 |
| Chubby | 40.00 |
| Dandy | 40.00 |
| On Deck | 40.00 |
| Fantasy | 50.00 |
| Border Town | 65.00 |
| Super Charger | 40.00 |
| Limelight | 65.00 |
| Cowboy | 40.00 |
| Bowling Alley | 100.00 |
| Drum Major | 65.00 |
| Horoscope | 75.00 |
| Mascot | 65.00 |
| Bounty | 40.00 |
| Pick-Em | 40.00 |
| Congo 1 or 5 ball | 60.00 |
| Convention | 65.00 |
| Lite-A-Card | 100.00 |
| New Champ | 60.00 |
| Big Chief | 75.00 |
| Roxy | 50.00 |
| Flicker | 65.00 |
| Banner | 65.00 |
| Hold Tight | 50.00 |

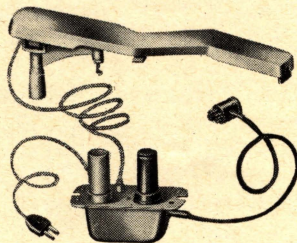
Many More — Write.

PARTS AND SUPPLIES

| | |
|---|---------|
| A.B.T. Free Play Coin Chutes 5c & 1c | \$ 3.95 |
| 8" Speakers P.M. Utah | 4.95 |
| 12" Speakers P.M. Utah | 6.95 |
| Flipper Bumper Kit, De Luxe | 4.95 |
| Berman Pin Game Lift Shop Truck | |
| on Wheels | 89.95 |
| Jacobs Replacement Tone Arm for all model Wurlitzers, W-10 | 17.50 |
| Wurlitzer Volume Control Keys | .05 |
| Wurlitzer Star Wheels | .29 |
| Wurlitzer Dumbbells | .29 |
| Wurlitzer Tone Arm Screws | .15 |
| Wurlitzer Main Fibre Gears | 2.95 |
| Wurlitzer Worm and Drive Gears | 2.00 |
| H.D. Rectifiers | 8.75 |
| 25 Cycle Gears All Phonographs | 5.00 |
| Mallory Genco Rectifiers | 7.50 |
| 60 cycle motors for all phonographs | 24.50 |
| 25 cycle motors for all phonographs | 34.50 |
| 30 wire Cable, rat and water proof per foot | .30 |
| Wurlitzer Genuine Crystal Conversion Pickup for Model 800, 750, 700, 1015 | 10.95 |
| Wurlitzer Complete Tone Arm and Pick Up New Needle | 9.95 |

LIGHTWEIGHT PICK-UPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change just plug it in

15,000 Plays per Needle
2,000 Plays per Record

Perfect replacement for Wurlitzer 1100. Do away with costly upkeep of high cost tubes and cartridges. Give your phonograph superior tone with the Jacobs Replacement Tone Arms for your Wurlitzer 1100.

| | |
|---|---------|
| Jacobs Replacement tone arms for all model Wurlitzer W-25 | \$21.50 |
| Jacobs Replacement tone arms for all model Seeburg with electric trip | 27.50 |
| Needles for Jacobs arms 15,000 plays | .75c |
| Electric Trip for all Model Wurlitzer & Seeburg | 7.50 |
| Rockola Belts | .90 |

25—60 Cycle Transformers for any phonograph or Pin Game. Write.
Permo Point Needles, ea. .42
Pfanstiel Needles, ea. .44
Many Other Parts—Write to Save Money

COMPLETE HIDEAWAYS

with Adaptors, Amplifiers, Remote Volume and Cancel Controls. 60 Cycle.
AMI \$249.50

| | |
|--------------|--------|
| Rockola | 275.00 |
| Wurlitzer 24 | 425.00 |
| Seeburg | 350.00 |

PHONOGRAPHS—60 Cycle

| | |
|----------------------------------|--------|
| 500 Wurlitzer | 395.00 |
| 800 Wurlitzer | 595.00 |
| 780 Colonial | 600.00 |
| 1015—1947 | 950.00 |
| Counter Model Wurlitzer like new | 175.00 |
| Hi-Tone Seeburg El. Selector | 500.00 |
| Lo-Tone Like New | 550.00 |
| Colonel El. Sel. Seeburg | 450.00 |
| Vogue Seeburg | 375.00 |
| Classic Seeburg | 350.00 |
| 1—46 Seeburg | 875.00 |
| Mills Throne | 200.00 |
| AMI Top Flight | 175.00 |
| Rythm Master Rockola | 175.00 |
| Windsor Rockola | 225.00 |
| Monarch Rockola | 300.00 |
| Standard Rockola | 350.00 |
| DeLuxe Rockola | 425.00 |
| Super Rockola | 450.00 |
| 1422—1947 Rockola | 750.00 |

SLOTS

| | |
|---------------------------------|----------|
| Superior Mystery 3-5 Pay Out 5c | \$ 65.00 |
| Mills 25c | 175.00 |
| Mills 10c | 120.00 |
| Jennings 25c Chief | 150.00 |
| Mills Qt. 1c | 75.00 |
| Mills Vest Pocket 5c | 75.00 |
| Pace 5c | 150.00 |
| Jennings 5-10-25c Triplex Chief | 250.00 |
| Mills Free Play Slot 5-10-25c | 325.00 |
| Jennings Free Play Slot 5c | 175.00 |
| Pace Free Play Slot 5c | 250.00 |
| 1 Mills Cherry Bell 5c | 225.00 |
| Jennings .01c Little Duke Slots | 50.00 |
| Bally Bell, 5-25c like new | 275.00 |

MISCELLANEOUS

| | |
|--|----------|
| Imp 1 and 5c | \$ 19.50 |
| Gottlieb Grip Scales | 39.50 |
| Counter Slots | Write |
| Peanut Vendors | 19.50 |
| Smiley like new 1c | 9.75 |
| Air Raider Gun | 89.50 |
| Hockey | 124.50 |
| Daval Free Play | 49.50 |
| Liberty Pay Out or Token | 49.50 |
| Whizz | 49.50 |
| Metal Typer | 495.00 |
| Western Baseball | 175.00 |
| Mutoscope Sky Fighter | 275.00 |
| Mutoscope Photomatic 25 or 60 Cycle | |
| Hy. App. Supplies Free | 1850.00 |
| Mutoscope Punching Bag | 275.00 |
| Blow Ball | 75.00 |
| Jumbo Parade | 75.00 |
| New Pop Corn Machine for Theatres, Resorts, etc. Not Coin operated | 595.00 |
| Used Automatic Pop Corn & Peanut Machine Not Coin Operated | 295.00 |

OPERATORS make sure you are on our monthly mailing list — Write for your copy.

OPERATORS we will buy new or used equipment. State in first letter quantity, condition, and lowest cash price.

TERMS—1/3 down balance on delivery or—Use our time payment plan of 1/3 down and balance in 3 to 24 months.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

ALL GOODS SUBJECT TO PRIOR SALE.

WANT: Wurlitzer 1015, 1017, 1100. SEEBURG: 1-46, 1-47, 1-48. All post war wallboxes and pin games. State quantity and price.

VINCENT A. BARRIE



★ **SPIKE JONES** 20-2861

William Tell Overture
The Man On the Flying Trapeze

★ **GLENN MILLER** 20-2889

Serenade In Blue
Blue Evening

★ **RAY McKINLEY** 20-2913

You Came A Long Way
For Heaven's Sake

★ **VAUGHN MONROE** 20-2923

The Legend of Tiabi
Cool Water

★ **ROY ROGERS** 20-2780

Blue Shadows On the Trail
Pecos Bill

★ **WAYNE KING** 20-2926

Lazy Stream
Goofus

PERMO POINT needles . . . round or elliptical — give fine and dependable reproduction — economical too!

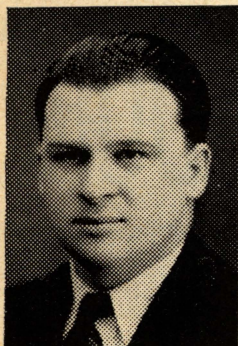


POT POURRI

Vendomatic, the foremost, sensational vending machine in the Dominion of Canada is making big strides in opening up this new field in Canada . . . Mr. Max Payne, Sr., President of the firm, is just bouncing with joy at the orders coming in . . . Distributors and vendors in Eastern Canada especially are making hay . . . The Palaise Royal Dance Pavillion in Toronto according to Manager Joe Broderick, is seriously thinking of installing a battery of them as the present vendomatic which has been on location for six months has only had two service calls . . . Allan Pullmer, one of the West's most foremost and busiest distributors says that business was never better . . . He and his genial friend, Marty Morosnick, are looking forward to the first annual Coin show to be held late this fall . . . A recent news story in "Billboard" reported that Canadian operators were singing the blues about the embargo is slightly exaggerated . . . For the first time in many years, operators are getting the maximum value out of their old equipment . . . We urge you to read the story reported by "Billboard" which to a large degree we discount . . . A San Fransisco operator gives juke box music to patrons in a drive-in spot via their car radios . . . The juke box actually works through a small broadcasting station which has been constructed on the roof of the station . . . The car patron pays the waitress five cents, turns on his radio and the nearby station beams the record to his car . . . Here's the catch. The restaurant cost the owner \$ 650,000.00 . . . Fire in a Philadelphia restaurant caused a short circuit in the juke and started it to play "FOUR LEAF CLOVER" at 2:30 in the morning. The noise attracted a passerby who then turned in the alarm . . . The trend across the country is revising the commission set up to a 60-40 basis . . . For example, the St. Paul operators in the U.S.A. have come to a decision to outlaw 50-50 splits last week . . . It is felt that distributors will play an important role in putting teeth into this set up . . . Coradio, one of the largest Coin Operating Radio firms of the U.S.A. have signed an agreement with a giant hotel chain for the exclusive placement of 10,000 Coin Radios . . . The lucrative part of this deal is that the contract stipulates that these sets will be placed exclusively in rooms for transient guests . . . The first class of 26 Coin Mechanics has recently graduated from the Dallas Vocational School . . . This will give some idea of the importance and size of this industry in the U.S.A. . . . The increasing use of coin changers and vending equipment has upped the gross as high as 20% U.S. operators tell . . .

AROUND THE TOWN AND COUNTRY

By Art Lipton of Siegel Distributing Co. Ltd., Wurlitzer Distributors for Canada.



Art Lipton

Well, the big summer season has finally come to a close and many ops report business very good. Cliff Davie states that take is up in all summer spots . . . Mack Levin, Regent Vending, Ottawa, reports that the 5 new Wurlitzers with the encore selector were very popular in his top spot locations. . . . Ernie Dowsett, Atlas Music was a visitor in Toronto during the Exhibition. He is quite a speedboat enthusiast. He admits winning several cups this summer . . . Henry Ing, Morrisburg, thinks that the Cobra Conversion kit will save him a lot of money on needles and records in the next few years . . . Art Thibeault of Cornwall Music has taken over the Fielding operation in this territory.

Reports from the west are that scientific music is sweeping the country, and I think all ops should look into this immediately, and watch percentages increase. Here is how it works:

An operator with a machine on the floor should put in Wall Boxes. A common fault juke box locations complain about is blasting of their machine. Thus, by placing a volume control & speakers in and around the restaurant at specific spots, the music is always at a low level. You must also remember that the wall box is always at the customer's arm length.

When selling this kind of music, you are not only increasing your take, but protecting your location. Hideaways in the basement and wall boxes and speakers are predominant throughout the country. As the embargo is expected to last at least two or three more, we feel that operators should take steps to sell scientific music.

Fall Specials:

- One #1017 with Cobra Arm Wurlitzer Hideaway, like new \$795.00
- Install our 1948 Floor-model Coinradios at \$62.00 each, and watch profits perk up!
- Grey Solotone Boxes, like new, \$19.00 each.
- New Packard Boxes, only a few left, \$59.00 each.
- New Packard Adapter for Seeburg to play from the floor — \$60.00
- Floor model Diggers at \$150.00

WANTED:— 24C WURLITZERS—STATE PRICE AND CONDITION

ALLAN PULLMER

30 BUCKINGAM APTS.

WINNIPEG, MAN.

Max Rishor has just moved into his new office and invites ops to drop in and see his merchandise which he has for sale.

Claude Buraglia from the Maritimes was a visitor at the office this week and he says "Business is not as good as it was during the war, but it certainly is picking up fast." Tommy Doherty of Fredericton writes to say that he placed his five new Model 1100 Wurlitzers and the take is up . . .

Charlie Nault, manager of Siegel's Montreal office, has just returned from a selling trip around the Gaspé district, and reports that Desmeules Bros. just purchased an additional twenty new Wurlitzers and it has instilled new life in their operation . . .

Charlie says business is a very good around the Quebec province . . . and insists that it will be better this winter . . . Milt Janetakes of Toronto has just opened a new Bistro and is doing well . . . Good Luck, Milton . . . Our boy Mayor and editor in Owen Sound of the Canadian Coin Machine Magazine states that they expect to have a convention sometime this fall of coin machine association and begs all ops to send in their membership fees . . . should be a big shindig . . . expect to see you all there . . . Don't delay — send it in today . . . News from operations in your district will be welcomed by the columnist . . . so send yours in today.

WANTED
FOR
CASH

- Wired Music Equipment
- Personal and Solotone preferred
- If your music does not make you money, contact
- The World's Largest Network of coin controlled Wired Music and Television

MELODY LANE LTD.

Tel. JU 1406

TORONTO, ONT.

12 Baby Point Rd.

HOW TO ANALYZE MUSIC ROUTE COSTS AND OPERATING PROCEDURE

DAY OF CASHBOX BOOKKEEPING IS GONE; WATCH THOSE COST PERCENTAGES BY DEPARTMENTS TO KEEP MUSIC OPERATING ON PROFIT BASIS

Making money in the coin operated phonograph business has almost become a matter of cost analyzing. This, coupled with the constant improvement in locations will bring any juke box business into the black side of the ledger.

Since very few accounting firms have worked out any sane method of helping the automatic phonograph operator, many operators are forced to work out cost schedules and operation procedures of their own. The system which follows is an assembly of various systems which seems to have worked with moderate success.

In making out an expense and cost of operation schedule you must always bear in mind that 100% is the total gross income collected by the operator—called on most collection reports—the collection net.

Now to the expense sheet:

Labor and Wages: 11%—This will seem rather high to some operators but this includes the salary of the owner-operator who oftentimes never include his own time in a breakdown of expense.

Parts and Supplies: 6%—This may vary with the age and the usage of equipment. If this cost gets too high the machines that bring the rise must be eliminated from the route by being sold or traded. This is sound business practice although many operators seem to feel that they should operate a piece of equipment until it falls apart.

Transportation: 10%—This also includes freight. Primarily, though, this is collection automotive cost and should be high enough to replace autos which are becoming too costly to operate. By actual research, Chevrolet, Ford and Plymouth are the cheapest to operate.

A large music operator in San Francisco, California pays a flat \$10 per week car expense to route men whose routes are close and compact in San Fran-

cisco, and they use their own cars. This naturally cuts down the transportation cost.

Records and Needles: 8%—Now don't scream—"That's too high." The operator has only two fundamental things to sell—records and service. By purchasing records in a good proportion to his business return the successful operator is giving the public what they want to buy in canned music. Too, used records can be sold at 10c each or 3 for 25c bringing your actual cost per record down.

One Southern California operator recently told this writer that his record sales average over \$100 a week—which he in turn spends on new records. Incidentally this operator operates on the lowest percentage this writer has ever witnessed.

Rent: About 2%—This is a fixed expense which will, of course, be put down as a fixed cost.

Lights, Gas and Office Supplies: 1%—Will usually average about 1% in most businesses. This will increase to 2% if a large number of printed forms are used such as collection reports, service reports, record requests, etc.

Business Promotion: 5%—A very important expense in the coin-machine field. Often overlooked by the large operator, and overworked by the small route owner, it is almost a must in business getting because of the places an operator must visit in search of new accounts. One San Francisco operator has two men on the payroll who do nothing but solicit new accounts. This promotion money is turned over to them—and consequently this operator has a \$30 location net on his well over 100 wire music locations.

Misc. Expenses: 15%—This will take care of any other expenses not listed. In some businesses it

will be necessary to set up separate ledger sheets for other expense items and this will consequently lower Misc. Expenses.

General business expenses in the automatic coin phonograph business should not exceed 55%, leaving 45% for interest, carrying charge, mortgages and a modest investment net of 11 to 15%. Many operators will say that it is impossible to operate at 55%. Perhaps it is—but it has been done by many operators—and it is a definite goal, and by doing it you are assured of a definite margin of profit.

Achieving that goal is perhaps hard but here are some ideas that other operators have used successfully.

Breakdown your business expenses into the above named items and then divide each amount into your monthly gross to get your per cent. When you arrive at your cost of operating in percentages go to work to try to make them conform to those listed.

For instance, let's use a basis of 100 machines for the sake of ease in figuring. What with the way of expenses and labor costs are, each machine you operate must bring in \$8.50 a week to you for the older models—already paid for and already depreciated. Current models which cost you around \$1000 must bring in at least \$20 per week net. Remember your payments are around \$78 per month. This would pay off the machine in two-years—and based on the government allowance of a three year depreciation on automatic phonographs, allow you a full year's profit.

One old timer in the business and a very successful operator, makes it a rule to move four or five of his lowest net machines every week. (He leaves them in the new location one month to get an average and then pulls them again if they don't come up to his minimum.) This operator is also an advocate of twice monthly collections on machines which are farther than 15 miles from the office . . . thus reducing his labor and transportation cost considerably.

Another way to keep down expenses is to correctly divide the routes up among your collectors so that each man spends a definite day on a definite route. Another operator has a number of routes scattered over a large part of Kern County, California. But his routes are so well arranged that there is no doubling back by the collectors . . . and no out of the way runs.

Look over your own operation objectively. See if a good bit of business analyzing won't help you. Then go ahead and religiously do what is needed. Make no excuses to yourself . . . excuses don't pay expenses.

DOWN GO THE PRICES

100 New regal peanut venders, unbreakable globes \$15.00 Each. in lots of ten or more.

100 Used regal peanut venders, cleaned and ready for locations, 10 or more \$12.00 Each.

50 1947 challengers like new ----- \$55.00 Each.

2 Bat-a-Balls ----- \$35.00 Each.

FIVE BALLS FREE PLAY

Kismet ---- \$49.00 Each. SpellBound \$250.00 Each.

Towers ---- \$49.00 Each. Star Attraction with Flip-

Snappy ---- \$49.00 Each. pers ----- \$69.00 Each.

Seven Up ----- \$49.00 Each.

PHONOGRAPHS

Rockola Super ----- \$425.00 Each.

SeeBurg Hi tone Electric Selection ---- \$425.00 Each.

MISCELLANEOUS

Challenger Stands ----- \$10.00 Each.

Grip Stands ----- \$8.00 Each.

UNITED DISTRIBUTING



15 West Main St.

Hawkesbury, Ont.

NEW TIMING METER

Manufacturers, distributors and operators will find the new Miller-Harris coin controlled timing meter identified as series 496 is designed for efficiency in the operation of washing machines, driers, radios, and any coin machine employing a time element as an operating unit. It is equipped with A.B.T. slug rejector, Telechron timing motor and the manufacturer's own design of electrical interlock, sequence operation and switching. It is a compact unit suited to cabinet installation, stand or wall mounting for remote control. A fully descriptive leaflet showing details and prices is available on request. This M-H contact mechanism is rated to handle 30 amperes. The electrical interlock system provides protection against loss of coin due to current interruption. Free operation or multiple operation on one coin is impossible. Models are available for 5, 10 and 25c coins, timing periods of 15, 20, 30 and 60 minutes and 115 or 230 volt current. Write. Miller-Harris Instrument Co., Dept. CMJ, 836 North Fourth St., Milwaukee 3, Wis.

OPERATORS! Buy Insurance for the Future!

and  ¢ per week
Spend  per location

(IF YOU HAVE 20 LOCATIONS)

This is all your Coin Machine Association Membership costs you.

Mail in Your Membership Cheque for \$10.00 To-day.

HERE IS WHAT YOU RECEIVE IN RETURN

- The first step towards a Public Relations Program for our Industry in Canada!
- An *organization* that will work to get favourable legislation for the Coin Machine Business.
- A crest bearing the C.C.M.I. membership for your stationery.
- A *UNION* that will fight for rights.
- A Program and Plan for the Future.
- A Part of an Industry you are proud to be a member of!

MARTY MOROSNICK *Says . . .*

"We are operating Wurlitzer 1100s with a very noticeable increase in take. One phonograph shows 23,476 plays on the original Zenith Cobra Tone Arm cartridge and it's still producing perfect tone quality. Records play up to 2,000 times without noticeable impairment of tone. This assures location satisfaction—maximum operating economy and greater profits for us."



WANTED: No. 1100 Model Wurlitzers, New or Used.

WANTED: No. 1015 Model Wurlitzers, New or Used.

WANTED: No. 1017A Model Wurlitzer Hideaways, New or Used.

WANTED: No. 1017 Model Wurlitzer Hideaways, New or Used.

WANTED: Post War Model Wurlitzer Wall Boxes, New or Used.

WINNIPEG COIN MACHINES

277 DONALD ST.

WINNIPEG, MAN.

FOLLOWING IS A LETTER OF INTEREST TO OPERATORS

Leslie Blackwell, Attorney General,
Parliament Buildings, Queen's Park,
Toronto, Ont.

July 16, 1948.

Dear Sir:

As an operator of a summer resort and catering to a great many American citizens, we have become alarmed over a situation that we believe is within your power to correct since one of the most important factors stressed by the Dept. of Travel and Publicity in your Government is courtesy to American visitors.

While at the same time we understand that your Department may have reason to look upon some operators of Pin Boards and various types of vending machines with ill favour, we wish to draw your attention to the method of attacking this problem particularly that of using Provincial Police masquerading as American citizens and driving automobiles with American license plates and tendering U.S. funds to play said machines. This practise has resulted in operators of Highway stands where machines are in operation accusing innocent American citizens of being Police spotters and the hurling of insults at innocent parties coming into this country to spend much needed American currency. We tender this information to your office with the greatest sincerity and know that your office had no intention of creating such conditions and feel confident in you and your staff in correcting this condition.

Yours truly,

D. C. Ivey,
Chairman Tourist Section,
Port Dover Board of Trade.

NAMA SHOW

Auspices National Automatic Merchandising Association. Featuring strictly vending type machines and accessory equipment and supplies. Also vending machine sessions and special group sessions.

Palmer House, Chicago
December 12, 13, 14, 15

For details watch this magazine or write association headquarters as follows:

National Automatic Merchandising Association, 120 S. La Salle St., Chicago 3, Ill. Tel. FI 6-0370.

CMi SHOW

Auspices Coin Machine Industries, Inc. Featuring all types coin operated machines, accessories and supplies. Various group sessions scheduled.

Sherman Hotel, Chicago
January 17, 18, 19, 1949

For details watch these columns or write:

Coin Machine Industries, Inc., 134 N. La Salle St., Chicago 2, Ill. Tel FI 6-0685.

SHOW — CONVENTION DATES

Important to Manufacturers, Suppliers, Distributors and Operators

There are two Coin Machine Shows during the forthcoming winter season, each approximately 30 days apart. Check these dates and facts for your own use:



HUMANS ERR * VENDOMATIC NEVER

VEND-O-MATIC
LIMITED

THE FIRST CANADIAN MANUFACTURERS
OF AUTOMATIC MERCHANDISE VENDORS

Proudly Announces

the appointment of distributors with territorial franchise rights, for our Canadian Manufactured Product

AUTOMATIC ELECTRIC CIGARETTE MERCHANDISE VENDOR

ABC Distributors, Preston, Ontario, distributors for — Brantford, Galt, Guelph, Hespler, Kitchener, Paris and Waterloo — S. R. Collard, Mgr.
Allan Lyone Ltd., 56 Albert St., Winnipeg, Manitoba. Distributors for Provinces of Alberta, Manitoba and Saskatchewan — D. K. Hochman, General Managing Director.
Automatic Canteen Service of Canada Ltd., Toronto, Ontario. Operators for Greater Toronto — H. J. Payne, Vice-

CHECK THESE FEATURES !!!

- ✓ Height 66 in. — Width 38 in. — Depth 17 in. at base.
- ✓ One intake slot — Operates on any combination of coins
- ✓ 3 colors — Maroon, Blue or Ivory in Baked Enamel Finish
- ✓ Credit Indicator — Lights up to show amount deposited prior to each sale
- ✓ 8 Compartments — Interchangeable to handle packaged goods to 3½ in. x 5 in.
- ✓ Each Compartment adjustable to make individual sales from 5c through to 50c.
- ✓ Precision Built Mechanism — Cabinet of Auto Body Steel — CSA Approved

**EACH SALE IS MADE IN LESS THAN 2 SECONDS
SELLS FOR CASH — 24 HOURS SERVICE.**

Pres. and Director; L. M. Payne, Sec'y-Treas. and Director. Jones Electric Supply Company, 96 King St., St. John, New Brunswick. Distributors in the Province of New Brunswick, J. B. Jones, Jr., Proprietor.

Kleiman Brothers. 208 Queen St. East, Sault Ste. Marie, Ontario. Distributors for Blind River west to Sault Ste. Marie, Sidney Kleiman, General Manager.

Eddie Sargent, Owen Sound, Ont. Distributor for Southern Ontario, Niagara Peninsula, Western Ontario and Northern Ontario.

Specialite Laval Novelty, 28 rue Belmont St. Sherbrooke, P.Q. Distributors for the Province of Quebec, Laval Tanguay, Proprietor.

Mills Amusement Machine Company, 111 Simpson St., Fort William, Ont. Distributors for Rainy River east to Fort William, Joe Nisby, General Manager.

Coin Machine Operators, do not miss this opportunity, **INVEST IN A SURE WINNER**, the new look. **AUTOMATIC ELECTRIC CIGARETTE MERCHANDISE VENDORS**. This superior type machine, returns your investment in a shorter period of time than any other type of electrical coin-operated machine. **THE coin machine OPERATOR'S DREAM**. Investigate before you invest in this winner, consult **VEND-O-MATIC'S** distributor in your district. Liberal discount to quantity buyers. Wishing you all success.

VEND-O-MATIC LIMITED

M. M. PAYNE,

General Managing Director.

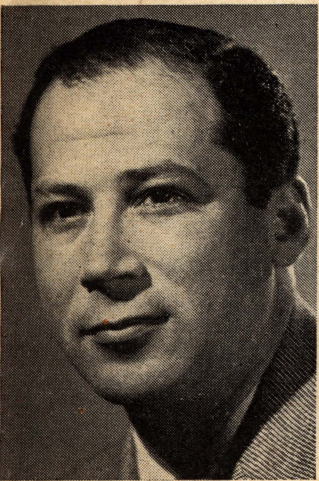
Jones Electric Supply Co., Ltd.,
King Street, Saint John, N.B.
Gentlemen:

I have been in the restaurant business for a number of years, and within the last six months I have found that my losses in cigarettes through errors and dishonesty have amounted to such a tremendous sum that I was forced to discontinue selling cigarettes.

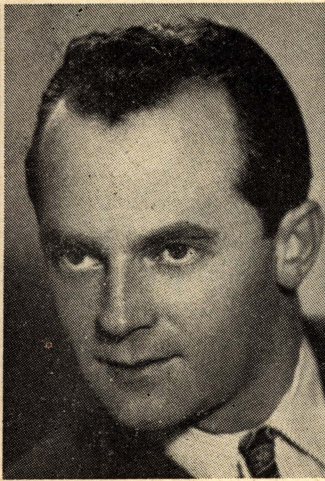
The last month I was selling cigarettes my store was broken into, and over \$200.00 worth of exposed cigarettes were stolen. This completely finished me as far as cigarettes were concerned, but on the insistence of my customers for cigarettes, I purchased a Vend-O-Matic Cigarette Vending Machine, although, at the time, I was sceptic as to whether or not it would solve my cigarette problem. I am pleased to say that I am entirely satisfied with my machine. My losses have been eliminated, and my clerk's time has been saved.

If You are Interested in Territories Not Yet Covered by Franchise

Presenting these Distributors



S. R. Collard, Manager of the ABC Distributors, Preston, Ont.



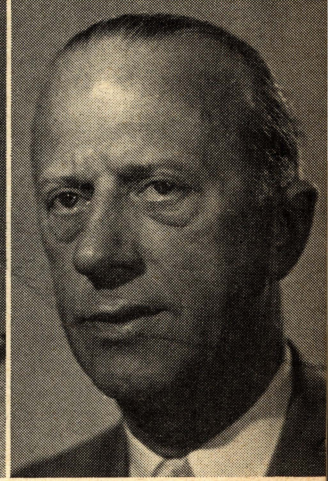
H. J. Payne, Vice President and Director of the Automatic Canteen Service of Canada Ltd., Toronto, Ontario.



L. M. Payne, Secretary and Director of the Automatic Canteen Service of Canada Ltd., Toronto, Ontario.



Mr. J. B. Jones Jr., Proprietor of Jones Electric Supply Co., St. John, New Brunswick.



Mr. Laval Tanguay, Proprietor of Specialite Laval Novelty, Sherbrooke, P.Q.

It is also noted that there has been an increase in the number of cigarettes sold. My accounting for the New Brunswick Cigarette Tax on each package is now as simple as one could hope for.

Trusting that this information will be of interest to you, I am,

Yours very truly
J. W. BROWN,
Saint John, N.B.

Vendomatic Ltd.,
569 Yonge St., Toronto, Ont.

Gentlemen:

We are pleased to advise you that the new Vendomatic electrical cigarette vending machine in our opinion, which is based on several months of operating experience in the field, "is basically a sound machine that performs capably the work for which it is designed with an absolute minimum of trouble and it is also the first Canadian-built vending machine we have found satisfactory."

Having operated almost anything produced in Canada during the last fifteen years in the vending and amusement field, we predict a great future for your product, especially so if the minor refinements which we have discussed, are being incorporated.

Very truly yours
COIN CRAFT CANADA
E. Liebman

Vend-O-Matic Ltd.,
569 Yonge Street, Toronto, Ontario

Sherbrooke, August 30, 1948.

Dear Sir:

Being a distributor for a long time in automatic vending machine business in the province of Quebec, your automatic electric cigarette merchandise vendor attracted my attention. I began to investigate the reliability of this machine and possibilities.

On completion of my thorough investigation (with caution) I decided to invest capital in this new modern type of automatic electric cigarette merchandise vendor, if given a chance. I lost no time in contacting VEND-O-MATIC LTD. of Toronto, to grant me a personal interview, resulting in my appointment by VEND-O-MATIC, to be the distributor in the province of Quebec, for automatic electric cigarette merchandise vendors. Thank you, Mr. Payne for the great favour and the trust you placed in me, **of which I am very proud.**

These automatic electric cigarette vendors have proven practically trouble free. When I had sold a few machines, I was encouraged more than ever with merchants' favourable comments as to the machines reliability, time-saver, no loss due to pilfering and public acceptance of this modern way of merchandising.

I predict that a great future lies ahead for the distributors and operators who have accepted to distribute VEND-O-MATIC'S merchandise vendors. My record for the month of July, from two accounts alone, is 230 machines, deliveries over a year's period.

Out of the number of coin music machine operators that I have come in contact with, some have expressed their opinion that a cigarette vendor may not be as profitable to an operator as a music machine. I suggest that when a music machine is placed on location, it receives about 20% public patronage from patrons who patronize such locations, but, the public's cigarette smoking habit (male and female) is very great, and, the cigarette smoker smokes one or two packs a day. The cigarette smoker will forfeit a meal for his smokes. The cigarette smoker, even in a depression period, finds his way of getting a pack a day.

Through my automatic vending machine experience, I find that this type of automatic electric cigarette vendor is most profitable for merchants and operators alike. It is basically sound and performs what it was designed for.

Coin machine operators of the province of Quebec: you are cordially invited to join and share with me in the success of this new type of automatic merchandise vendors.

Yours very truly,
Laval Tanguay

(Continued on Page 26)

MISTER



honograph

Improve Your Location

Increase Your Take

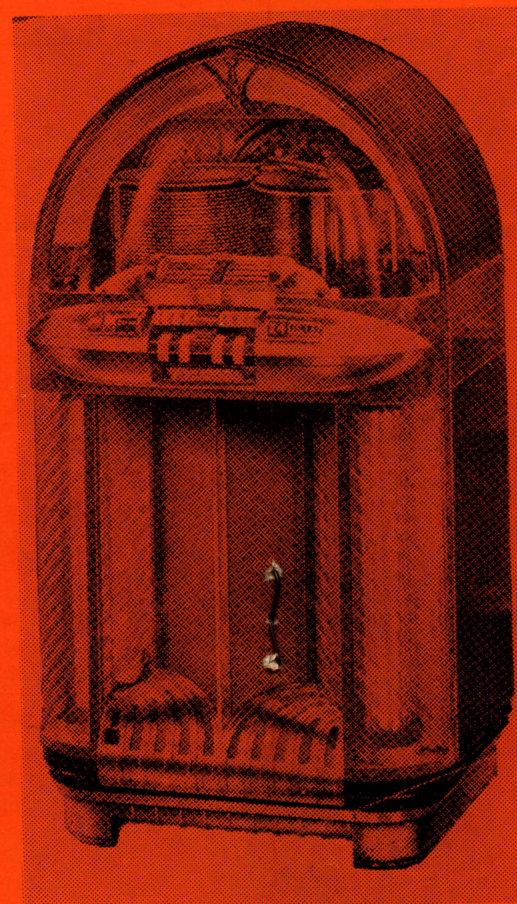
Consolidate Your Position

WITH

WURLITZER HIDE-A-WAY

AND

WURLITZER WALL BOXES



HEAD OFFICE
477 YONGE STREET
TORONTO, CAN.

SIEGEL DISTRIBUTING CO. INC.

EXCLUSIVE WURLITZER DISTRIBUTORS

ph

OPERATOR

Wurlitzer Model 1017A Hideaway comes to you completely equipped with:—

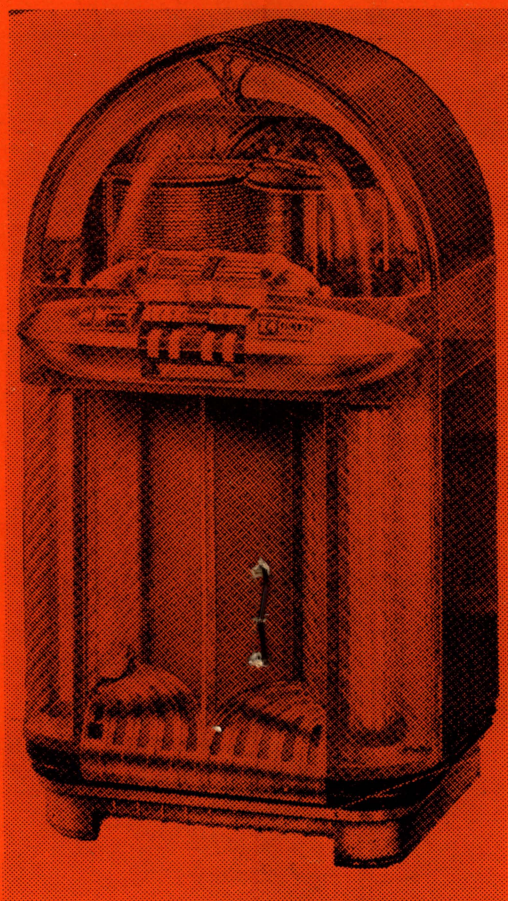
1. COBRA TONE ARM
2. MODEL 218 ADAPTER

ready to go on either three wire or thirty wire operation. Order now before stocks of Wall Boxes and Hideaways are completely exhausted.

Sole Canadian Distributor for Phanstiele Coin Machine Needle
Wurlitzer Cobra Tone Arm— Conversion Kits for Models 1015 - 1080 - 1017
Wurlitzer Light Weight Tone Arm— Conversion Kits for 780 - 750 - 700 - 800
Headquarters for all Wurlitzer REPLACEMENT Parts — Write nearest office.

Get maximum record wear and top performance by replacing wornout tone-arms with Wurlitzer replacement LIGHT WEIGHT kits

JACOBS TONE ARMS, with Pre-Amp. for all Models in stock.



DISTRIBUTING CO. LIMITED
EXCLUSIVE WURLITZER DISTRIBUTORS

FACTORY NEWMARKET, ONT.
SALES AND SERVICE BRANCHES,
TORONTO, MONTREAL, VANCOUVER

GOING! GOING! GONE!

75 NEW

GILCOR

COIN RADIOS

**In perfect working order. Shipped
in original cases at**

\$60⁰⁰ each

TERMS:--CASH

**This will give you 100% return on your
investment in 12 months**

Apply Box 6 Canadian Coin Box

FILBEN IN TUSSELE WITH ROCKOLA

A legal battle which, if successful, would force discontinuance of the manufacture, sale and use of the Filben jukebox and result in a judgment for hundreds of thousands of dollars in damages, has been opened by the Rock-Ola Manufacturing Corp., Chicago, with the filing of eight patent infringement suits in Chicago, Miami, Denver, San Francisco and Milwaukee.

The defendants named in the principal suits are the Filben Corp., 1139 South Wabash Avenue, the manufacturer, and the National Filben Corp., 1141 South Wabash Avenue, the sales agency, both of Chicago.

Other defendants named were the Jack Nelson Co., 2320 Milwaukee Avenue, Chicago, a distributor, the Apex Cigarette Service, Inc., 4328 North Lincoln Avenue, Chicago, an operator, the Shayne-Dixie Music Co., 701 North Miami Avenue, Miami, a distributor; E.T. Mape Distributing Co., 284 Turk Street, San Francisco, a distributor; United Coin Machine Co., 3724 West Vliet Street, Milwaukee, a distributor; and the Blackwell Distributing Co., 585 Milwaukee Street, Denver, also a distributor.

The Chicago suits were filed yesterday by the law firm of Sheridan, Davis & Cargill, of Chicago, and the other suits were filed today (Tuesday, October 5) in the other cities.

If successful, the suits would force Filben jukeboxes off the market, make their operation by amusement places illegal, and result in damages to be fixed by the court. The suits asked an injunction against the eight defendants and requested an accounting of their operations with a view to fixing the damages.

The suits could also make it illegal for any person to drop a nickel in a Filben jukebox.

The Rock-Ola Manufacturing Corp., won out in suit against the Filben family and the Filben Manufacturing Co., Inc., of St. Paul, Minn., last July before the U.S. Circuit Court of Appeals at St. Paul. At that time the Appeals Court ruled that the Filben family had violated a license agreement with Rock-Ola by assigning the license rights to the Filben Manufacturing Co., Inc., St. Paul, and that the Filben Co. of St. Paul had no right to give a second company the manufacturing rights and another the sales rights.

Rock-Ola contends that the license agreement has now been terminated. Rock-Ola has notified the Filben family of the termination of the agreement.

The original license agreement was made on September 27, 1938, with the late William M. Filben, St. Paul, doing business as the Filben Manufacturing Co. and the Automatic Phonograph Co.

The agreement gave Filben a "non-exclusive, indivisible license" under Rock-Ola patent rights, and

provided that the license was non-transferrable except to a corporation organized and controlled by Filben, or except to his heirs or legal representatives. Filben died in 1941 without organizing a corporation; he was survived by his widow and three daughters.

The previous suit charged that the widow and three daughters, as Filben's heirs, contrary to the provisions of the license agreement, assigned the agreement to the Filben Manufacturing Co., Inc., St. Paul, which made an agreement with the Batavia Metal Products Co. to manufacture Filben jukeboxes and another with the U.S. Challenge Co. for their sale.

(Suit was brought by Rock-Ola against the Batavia and Challenge Companies for patent infringement and resulted in an injunction against the further manufacture, use or sale of Filben jukeboxes by those companies.)

On July 6, 1948, the Appeals Court at St. Paul ruled that the heirs had violated the agreement by transferring it to the corporation and that the license could not be divided between two firms.

Officers of the Filben Corporation, Chicago, as of May 21, 1948, were Charles J. Margiotti, Pittsburgh, chairman of the board, William A. Rabin, Chicago president; Martin S. Gordon, Chicago, Harry R. Hosick, Pittsburgh, and Thomas Tannas, New Kensington, Pa., vice-presidents. Sam Solomon, Chicago, secretary; Max Goldberg, Baltimore, treasurer; and N. L. Wynard, Pittsburgh, assistant secretary.

Officers of the National Filben Corporation, Chicago, as of August 22, 1947, were B. B. Davidson, Chicago, president; V. A. Lorenzo, Pittsburgh, vice-president; and Al Bango, Pittsburgh, secretary-treasurer.



ERNIE DOWSETT STILL WINNING AND BUYING

Mr. Ernie Dowsett well-known, popular Ottawa operator has had another good summer with his aquatic hobby, namely speed boats.

In his 135 hydro plane, Ernie recently won one first and six seconds at Rideau Ferry, Westport, Arnprior, Gananoque, and Alexandria Bay, New York.

A friend of Ernie's, Mr. Reg Gilchrist of Toronto, has also taken up speed boating as a source of relaxation and can be found speeding up Scarboro beach near Toronto. Reg admits that he is not in Ernie Dowsett's class yet, but he says to give him time.

Ernie has recently purchased the route of 1015's previously owned by Mr. Maloney of Ottawa. He says that he has recently purchased this route to show the faith he has in the coin business.

EYE DETROIT SHUFFLEBOARD

BEGIN IRONING OUT PROBLEM CAUSED BY INTRODUCING GAME AS EXTRA LOCATION SERVICE.

Board Makers Producing at Full Capacity

Altho leading shuffleboard concerns in the area have had a more difficult time winning over the backing of both location owners and coinmen here than they have experienced in other parts of the country, it is the general consensus now that the business here is in for a slow but steady expansion in the immediate future. Reliable estimates show there are now between 500 and 700 boards in the Detroit area, comparing favorably with the upwards of 5,000 music machines also on location.

For a good part of the past year local operators had the feeling that shuffleboards to complement their music and permissible games would not prove a highly profitable investment because shuffleboards have been here for as long as 10 years as a free entertainment in tavern-type locations. They reasoned that since the product was introduced as a free item it would be hard to convert public opinion to accepting the game on a fee basis. However, with the recent introduction of better equipment by both old and new manufacturers in the field and also coin-operated scoreboards which have a tendency to speed up play, many coinmen who planned the by-pass shuffleboards have shown renewed interest.

James Curtis, American Shuffleboard Sales local manager and Harry Walderhesel, manager of National Shuffleboard, claim that the potential in the area is for at least four times as many boards on the location as there are at present. They base this on statistics which indicate that the immediate demand for their product is more than they can satisfy.

Rumor Scotched

There has been word-of-mouth rumor spreading thru the Detroit and up-State areas that several locations which purchased boards several months ago wish they had not and were willing to sell them at half what they paid to salvage part of the investment. Curtis, who points out that his firm is now turning out 24 boards a month for the Michigan territory, made a thoro survey of the area's potential recently to tract down some supposed instances where board owners were trying to unload boards. He tried to buy a few used ones to satisfy some customers who need boards immediately. However, he claims that in no instance was he able to buy back a board and now scoffs at the rumors that the business was slowing down. Curtis also reported that his firm has done no

soliciting of new business in recent months because direct inquiries coming into his office have accounted for all the business which the firm could handle.

The idea of charging for service on shuffleboards, as tried in Los Angeles (**The Billboard**, September 25), has not been put into use here. Operators in general have indicated little interest in the plan thus far, but the inherent possibilities of the idea has made quite an impression on Walderhesel. The National Shuffleboard manager has shown enough interest in this plan to contemplate trying it in the near future.

Opinions Differ

However, all opinions on the shuffleboard situation in the Detroit area are not completely favorable. One reason why some operators have shown little interest is that in some sections practically all boards are location owned. In many instances the location-owned boards have warped due to neglect. Operators having other types of equipment on locations in spots where boards are location-owned have been asked to care for the boards, particularly the waxing and leveling. Some operators claim that excessive dampness in parts of the State results in an unusual amount of board warping. However, this belief is tempered by reports of other operators that most locations do not give the boards the necessary servicing.

One point of view expressed by those opposed to boards originates from Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association. He claims that shuffleboards are not doing the anticipated trade because some locations have felt that the boards take up space which can better be used for table patrons. "When they first were placed on location in quantity they did very well, but our experience is that not enough patrons play on them, and when they do are not buying. Most people who come in to play shuffleboard do not do much spending in taverns."

While Clason's point of view appears sound, there are tavern owners in the area who are just as definite in their answers that shuffleboards have brought in a lot of additional business which might not have been realized without the boards. They point out that many types of games which typical patrons enjoy in other cities are not allowed here and customers wishing to satisfy their game appetites can do so with a few games of shuffleboard. This location, owners say, has helped pep up their spots and attract

more customers. They also claim that in many instances tavern patrons spend more money than usual because their interest in their own games or others keeps them in the spot for a little longer period, therefore leading to more business.

Detroit Picture

It should be noted again that Detroit shuffleboards are operated in most cases on a free basis. Charging for games is rare, and is done by payment to the location owner or one of his staff. Thus far coin-operated boards have not made any dent on the market according to Harry Stanton of the Robinson Sales Company who distributes the Valley boards here and has a well-established reputation in the coin machine field. He says the free-play idea apparently got its impetus from one of the firms which has sold about 80 per cent of the boards on location in the city. This concern now feels that the free-play idea was a mistake because it has retarded efforts to change public opinion over to the pay-as-you-play theory. Up-State operations, however, were opened on a straight fee basis, 10 cents per game, three games for a quarter. While all the results on this plan have not been reported there is a strong sentiment that wherever all boards in a given community are on a fee basis, the game will show a steady profit for all concerned. As one coin machine and shuffleboard operator put it: "I did not think much of shuffleboards when I saw them in spots where no charge was being made for play because human nature is such that people never fully appreciate anything if it is given to them free. When people play the boards without a charge they just keep on playing and never give some other potential players a chance to try a few games. All my boards are in places where the players began playing right from the start on a fee basis and play has been increasing right along."

Other Comment

Another comment on shuffleboards is that Frank Silver, of the Maury and Frank Skee Ball operating firm. He says that "the over 20-foot length of shuffleboards means that many taverns cannot put them in unless the spot has an extra room." He claims he has replaced some boards with his own product. Silver also says that his firm refuses to put a rolldown game on location in a place which also has a shuffleboard. He says in places where people have free shuffleboard, customers have been known to neglect his coin operated games.

Al Curtis, president of the Michigan Miniature Bowling Association (MMBA), claims that his organization has not suffered much from the competition of shuffleboards. "From an operator's standpoint," he says, "it is evident that the shuffleboard idea has not made much progress here because few operators have

been willing to try it. A lot of location owners with boards have made attempts to sell them. We as operators have not been affected very much thus far and we are not making any plans to meet the situation. After all, a lot of bars do not have space for shuffleboards."

In areas where fees are charged the price averages about a dime a game, which breaks down to a nickel per person. Social and veterans' clubs, always on the alert to bolster their incomes to meet their overheads, have been successful in charging a fee, even in areas where boards have been traditionally on a free basis. One ex-servicemen's club which opens at 5 p.m. reports that the boards have averaged between \$35 and \$40 weekly over a period of several months. In other similar clubs in Toledo and in Flint and Bay City, boards have had similar records, which gives the impression that once the boards are set on a fee basis and kept that way the enterprise usually is a profitable one.

Fee Areas Different

Fees apparently go according to immediate areas. At Toledo, some 60 miles from Detroit, the average play price is a nickel while in an area 12 miles from Toledo the price is a dime. One of the situations which was bound to occur in Detroit, where few places charge for play, evolved when a location installed a board on free play across from a tavern which was operating on a play-for-pay basis. It developed that some old-time customers were going to the spot with the new board and getting their play for nothing. After appraising the situation the other location decided to set its board for free play and got its customers back.

In Flint and other cities where game fees are the rule, the usual proposition is to install the shuffleboard on a trial 30 per cent commission basis. The location is then given the opportunity to purchase the equipment after the trial period. If the location is not interested in buying the board, there is more often than not a commission split of 50-50 with the board remaining. Flint operators fear that someone will flirt with the free-play idea and will put the fee-basis games on the spot which thus far has made the locations and operators satisfied for the present.

There have been scattered reports about shuffleboards not making much headway in some areas, particularly in Port Huron. But despite dull spots here and there the shuffleboard firms claim in unison that if their sales continue at the present pace the overall market for play is bound to pick up as the trend spreads. They even report that some of the smaller spots on side streets in Detroit are doing better with shuffleboards than some of the main street locations.

Development of regular shuffleboard leagues,
(Continued on Page 30)

LETTERS TO THE EDITOR

The Canadian Coin Box,
Owen Sound, Ont.

August 12th, 1948.

Dear Mr. Sargent:—

In compliance with your recent request for the data on our new selective wired music counter or wall box; we are very happy to send it on to you with picture enclosed.

We have just completed a search in United States and Canada Patent offices and have found nothing like it, so have applied for Patent rights in both countries.

In describing the operation of this type of equipment it is extremely difficult to give a very clear picture to a person who has not operated wired music of this type, but we will do our best to give you all the particulars.

Size of box—10" high x 7½" wide x 6" deep at roller window.

The back of the box is built L shaped and can be readily fastened to wall or counter with all screw nails hidden. The front of the box is locked to the back by simply centering the front and pushing it back until it raised an eighth of an inch to the locking position — turn the key and take it out.

The roller list of selections in the front, contains more than 100 numbers and can be operated from both sides of box by turning the handle around either way. The selections on the roller are printed in small sheets with a dash of mucilage on one end and can be replaced in a jiffy.

Both top and bottom windows are illuminated — the bottom window is transparent and the top window is translucent. In the centre and under the top window is a red bulls-eye "BUSY" signal. Under the "BUSY" signal is a 2" speaker-

mike for communication **only**, the music comes through wall or ceiling speakers.

The speaker-mike is very sensitive. IT IS NOT NECESSARY TO SHOUT INTO IT. A Conversation can be carried on with the operator when standing six feet away from the box and talking in a very normal tone of voice, while the music is being played, without interference to the music.

The operation can be described thus — when a coin is dropped in any one of the boxes on location — the top window light goes out and the "BUSY" signal is flashed on; in all other boxes **but the one in play** and the operator then calls for the number. When the operator has completed her call she clears the box in play and the "BUSY" signal goes out and the top light comes on in all the other boxes, and every box is again open for play. **ONLY THE BOX IN PLAY CAN COMMUNICATE WITH THE OPERATOR.** The operators voice is switched from one box to another by means of relays and is very positive. Only one telephone line is used for this system.

If a coin is dropped in another box when "BUSY" signal is on it is held by a fork in the coin slot until operator has completed first call — it is then released by the operator, drops through the slot, registers, and switches the voice to that box and second call is completed by operator and so on.

The sales value of getting two flashes of light in all boxes for every coin deposited can well be imagined by all experienced operators, and of course simplifies the playing.

All working parts including lights are mounted on a removable chassis held in place by springs and can be removed from the box in an instant without the use of screw-driver or any other tool; thereby making repairs and servicing very convenient and eliminating the necessity of disturbing the location owner in making repairs by simply carrying a spare chassis and making the change-over.

As operators of selective wired music since 1939, (the

SPECIAL FALL SPECIAL

Pre-war and post-war games.

One ball game.

Victory Special.

Arcade equipment.

Guns, etc.

Slots and scales.

Challengers.

ATLAS MUSIC COMPANY

891 Bank Street,

Ottawa, Ontario.

VAN DUSEN BROTHERS

10147-112 STREET

EDMONTON, ALBERTA

PH. 22505

Seeburg Phonograph Distributors for the Western Provinces

WE CAN STILL SUPPLY

1948 SYMPHONOLAS

1948 HIDEAWAY UNITS

1948 THREE WIRE BOXES for 5c, 10c, 25c.



TEAR DROP SPEAKERS:

We have a large selection of used machines in 1st Class Condition for sale.

Write in for our List.

AMUSEMENT MACHINES OF ALL KINDS

first in Canada) we have been in a position to make an exhaustive study of public demands for this type of music, and we are quite sure that the wall or counter box, with a thousand or more selections to choose from, (we usually carry about 1600), is definitely the answer to the music business in locations where complete coverage and a greater selection of music is desired by location owner. It is a well known fact that all the "class" restaurants in the United States demand this type of selective music, and it is becoming increasingly popular in Canada. Everybody likes music; but everybody cannot get their choice of music from twenty-four selections.

We have an installation of our own in Vancouver and as soon as we are in production for sales, which will be about three months, we would be very pleased to give you an ad in Coin Box.

We believe the prices of this equipment will compare very favourably with any phonograph equipment and the installation will be more permanent and not as subject to style changes.

Yours truly,

TEL-A-TONE (1945) LTD.

Per; Geo. P. Ellis

August 18, 1948

Canadian Coin Box
Owen Sound, Ontario
Gentlemen:

I have been receiving your magazine, the Coin Box, regularly and have found it very interesting. I believe there is a future for vending machines in Canada.

We are manufacturers and distributors of an Ice Cream Bar Machine that has been tried and tested for the past six months and we are now in production of the same. I am enclosing a picture of the unit. The specifications are as follows:

Height-6'; Width-31"; Depth-24"; Capacity-108 bars in the vending channels and a reservoir of 150 bars; cost of

units—Five Hundred Eighty Five Dollars (\$585.00) per unit f.o.b. factory; cost of franchise for exclusive rights in particular territories depending upon the amount of territory included in such franchises; the average cost for such franchise—Fifteen Hundred Dollars (\$1,500.00).

I would appreciate very much any information you can give me relative to the embargo on the importation of vending machines in Canada. Will you please bring me up-to-date on this situation.

Very truly yours,

ARCTIC VENDOMAT, INC.

A. A. Dubin

Sales Manager

Mr. Eddie Sargent,
The Canadian Coin Box,
Owen Sound, Ontario.

Dear Eddie:—

September 20, 1948

Many thanks for the grand send-off you gave my Arcade at the C.N.E. and the many fine things you said about me in your August issue of the Coin Box.

It is always a pleasure to read the various comments and discussions relating to the coin machine industry in your monthly issues, and believe me, it is doubly a pleasure when the bouquets are for oneself.

I hope you have had the opportunity to see the Ex. including the Arcade which was bigger than ever this year. I think that if every one gives their best each year, the Ex. and all industries will get better and better as we go along.

Thanking you again and with kindest personal regards,
I am

Yours truly,

Bill Fielding.

Canadian Coin Box,
Owen Sound,
Ontario, Canada.
Gentlemen:

August 30, 1948

In a recent issue of your publication, you made mention of a candy store featuring a new AMI. The store in question had purchased their own equipment and you made the point that the sale was unethical, and not in the best interest of the Canadian Coin Machine Industry.

As manufacturers of this equipment, we are interested in this story, particularly since we feel that the matter was presented in such a way as to reflect on us. Can you now give us more details of this sale, and do you know the name of the distributor who sold this equipment?

There are several points we would like to make about this matter. First and foremost, our sales efforts in Canada never gathered much headway. Unlike the other juke box manufacturers, we were not in a position after the war to do a small redesign job on our cabinet and get under way quickly. Rather, it was necessary for us to start from scratch. We started with a clean piece of paper and produced a completely new machine from top to bottom. This took many months of preparation and after our designing was done, our production was still limited because of procurement difficulties. The result was that we were not in a position, for many months, to satisfy our American distributors and it was not until a short time before the embargo went on that we felt we could supply a limited amount of equipment for shipment into Canada.

Right along, we have realized the importance of the Canadian market. We keenly regretted the fact that we were not producing in sufficient quantities to distribute our products to the North. We did however, send in a limited amount of equipment just prior to the embargo but we have not progressed to the point where we had set up a full fledged sales campaign.

The other point we wish to make is that we do not believe in sales of equipment direct to retail locations, and we enforce this policy strictly here in the United States. Indeed this same policy would apply in Canada, and if we were now shipping into Canada through regularly established distributors, we would see that this policy was enforced.

However, there must be, and there certainly are exceptions to every rule. Where there are no regular established operators who cannot or will not supply the locations because of distance or lack of accessibility, then there is justification for making occasional retail sales. In the United States and in the more populated areas of Canada, there is certainly enough operators to take care of all requirements. In these areas it is a mistake to sell a retail location because they do not have the necessary knowledge to service the equipment and the novelty of buying records every week soon wears off with net result that inside of a few months the machine is neglected, out of service because of some minor adjustment difficulty and full of obsolete records.

Such a machine is bad — bad for the location owner who paid a high price for it — bad for the manufacturer whose reputation suffers and bad for the industry as a whole. On the other hand, there are many localities where the operator idea is not firmly established. Hundreds of our machines and hundreds of competitive machines are in service all over the world, owned by retail locations. It would be better if they were owned by an operator, but if there is no operator then the next best thing is retail ownership.

Any clarification you can give us in the circumstances surrounding this sale will be appreciated.

Very truly yours,

AMI Incorporated

L. C. FORCE

Manager, General Sales.

INTRO ADAPTER FOR ALTERNATING JUKE, TELE PLAY THRU COINBOX

A video-adapter box, specially designed to permit the alternate operation of a juke box and a commercial television set, thru the juke box coin mechanism, was introduced this week by Videograph, Inc., manufacturer of the Videograph combination television-juke box. Lou Forman, Videograph president, said the unit is ready for immediate delivery. It lists at \$55.

The new unit, which is fitted on a 7 by 12-inch chassis, may be placed either in a juke box or hideaway mechanism. A special cable is provided with each adapter by which it may be connected to the television set. The wiring changes to the juke box needed to effect the alternate play feature are described in a wiring diagram and manual, furnished by Videograph. It was pointed out that the device may also be used in conjunction with wall boxes.

Supplied with the adapter is a three-way switch to be placed within reach of the bartender, by which he may set the mechanism for records, television or in the off position. As set up, the device will offer three minutes of entertainment for a nickel.

Ernest Hufnagel, Videograph chief engineer, who developed the adapter, said that its two sets of control points permit a variety of adjustments to suit the needs of individual locations. It can be used with any electrical coin mechanism, he stated. Up to 22 coin credits may be accepted.



PLENTY JUKE BOXES, VENDERS SCARCE IN CANADA, KING SAYS

"Plenty of juke boxes but an almost complete absence of vending machines," Tom King, of King & Company here, reported this week after a 7,000-mile auto tour thru Canada. King, who originally set out for Alaska to survey the vender picture there, altered plans and instead visited the more populous sections of the Dominion, including British Columbia, Lake Louise, Alberta and Saskatchewan.

All confectionery, including bar type, sold over the Canadian counters were of domestic origin, none being imported from the U.S. or carrying trade names similar to the American bars. However, King said, a number of the filled bars were identical to several top American lines, such as Oh Henry, Old Nick. Chocolate coatings were much thicker than in the U.S. product, and chocolate generally was used more lavishly than in the States.

MUSIC OPERATORS FACED WITH DRASTIC CHANGES

MUST "SELL" MUSIC AS "NECESSARY BUSINESS BUILDING SERVICE". BETTER SHARE OF PRESENT COLLECTIONS OR WEEKLY GUARANTEE IS ABSOLUTELY NECESSARY FOR PROFITABLE CONTINUANCE IN BIZ

You, Mr. Operator, whether you like it or not, are faced with drastic changes to assure yourself continued profitable operating.

It is rare, especially in the code of editorializing, that any editor will ever come to the fore to speak in the first person.

But, this is one time when the bull must be taken by the horns and the nation's professional music operators must be told, once and for all time, just what's wrong with their industry.

In all industries there is a certain, definite and, in most cases, indefinable valuation placed on services. There's no doubt that you have howled time and time because some service man calling around to fix your home radio has made a "service charge" of \$5, even before he straightened out whatever was wrong with your set.

This, today, must also become fact in the automatic music business.

In short, this music industry must "sell" music. It must sell itself to its customers and it must sell itself so strongly that these customers recognize that they cannot continue on without the music of this coin operated music machines industry.

Why? Because there are hundreds on hundreds of machines today running at a loss. And there is no logical reason why these machines should continue to operate at a loss. If this same music was cut off from these locations—the patrons would walk out of those spots.

They wouldn't want to drink in a morgue-like atmosphere. Music is part of their drinking mood. Radio can't replace it. Television can't replace it. Why? Because these media are jammed full of "commercials".

The juke box is not a commercial instrument. It's strictly entertainment. Entertainment that the customers can play as long as they want to, choosing the recording stars they like best, for as long as they

want to hear them. Automatic music is basically sound.

Therefore, why hesitate? Why not, this very minute, begin to work to "sell" music to location owners. Fourteen years, from 1934 to 1948, has proved the value of the juke box to the average tavern, soda parlor, drug store, restaurant and diner. These location owners know what music means to "liven" their places of business, to hold customers, to create more business.

Even the general public knows the value of the juke box. Everyone knows. Everyone but the juke box operator himself. And he continues on at the most ridiculous commission basis ever placed into effect. A commission basis that is an offshoot of the old slot days when 50%-50% was a helluva good deal.

But, this is music. Here is overhead. Here is where records, needles, bulbs, plastics and dozens on dozens of other overhead expenses enter into the picture to create cost on cost to the point where, today, the average op is "losing money" because of tremendous overhead costs.

There is only one real answer to the entire automatic music operating problem. The music operator must assure himself a steadier income than what he has today. To do so he must "sell" his location on the fact that that location enjoys better income because music is what brings income and holds it at a definite point.

In short, his music is a "service". A unique, business building and business-getting service. And, like any service rendered, must obtain "more money" for the service force. That "service force" is the professional automatic music operator. He must get a better share of the present gross collections.

He cannot continue in business any longer unless he does get a better share of the collections.

Why kid yourself? Have your really and truly "sold" your music service to your location owner? And if you answer "no" you'll probably add "because

of my competition". But, just because the other fellow wants to hang himself must you, too, hang yourself?

There lies the rub. The fear of the "other man". And, strange as it seems, the "other man", fears the "other man". A vicious, round-robin of loss on loss. The answer is that the men operating automatic music in any territory in the nation simply must get together.

They must get together to save themselves and to assure themselves profit not only for today, but, also for the future.

Only by this action will they be able to gain an equilibrium which will mean continued profitable music operation for the years to come.



VEND-O-MATIC LETTERS

(Continued From Page 15)

Mary's Coffee Shop
Preston, Ont.

Dear Sir:

Since we have had a cigarette machine our sales have increased by 35%. Our losses are now nil, and the time saved has made our whole staff more efficient. This is the first time in our 12 years of business that our cigarette profits are in the black.

Sincerely,
M. Kay (Prop.)

Jones Electric Supply Co., Ltd.,
King Street, Saint John, N.B.
Gentlemen:

Since having been appointed a distributor for Vend-O-Matic Cigarette Machines, we have come into contact with many owners of Tobacco Shops, Restaurants, Hotels, and Resorts, and as yet have failed to contact a customer who is not pleased with the operation of his Vend-O-Matic Machine.

These machines have provided a quick and efficient method dealing with the cigarette trade. Their modern appearance fits into even the latest equipped business. Pilfering has been completely eliminated, and businesses which have failed to show a profit in the cigarette trade now not only show a profit, but an increase in sales.

We have been complimented on so many occasions about Vend-O-Matic that we feel that these testimonials should be passed on to you.

Hoping to be able to supply many more satisfied customers, we remain,

Yours very truly,
JONES ELECTRIC SUPPLY CO. LTD.
J. B. Jones Jr.,
Manager

KEN KERR FORMS NEW COMPANY IN LONDON

Ken Kerr a popular personality in the record business has recently formed a new Company in London, Ontario, called "Regal Records Limited". He has stated that they are bringing out a variety of labels under the Regal name and are also releasing Bullet records in Canada.

Coin Box wishes Ken the best of success and assures all operators that they will get a real square deal in doing business with Ken.

FOR SALE

BY OLD ESTABLISHED FIRM

103 PIN TABLE AND PHONOGRAPH ROUTE

Located in Southern Ontario
City Population Approx. 50,000.

44 PHONOGRAPHS

(80% Wurlitzer Late Models,
Including 8 Wall Box Locations)

54 PIN TABLES

(Mostly All Post War)

5 FREE PLAY SLOTS & CONSOLES

This route has been operated successfully for the past 15 years showing an excellent profit. Owners must sell, need ready cash for new business venture.

Box 10, Can. Coin Box, Owen Sound.

APOLLO DISTRIBS LABELS IN N.Y.; NAMES DISCS

New York ----- Apollo Records announces that its New York office has taken over distribution of Bandwagon Records for greater New York and New Jersey, as well as Gotham, Twentieth Century, Mero and Picturetone Kiddie labels. Apollo already has commenced national distribution for Embassy Records and Gem.

Apollo's own label continues regular releases nationally, announcing a new Murphy Sister release for this week, "To Make a Mistake Is Human," song written by Jimmy Shirl and Ervin Drake. Other Apollo discs rolling out this week include a jazz waxing by Sir Charles titled, "Strange Hour"; a blues by Duke Henderson titled "H. D. Blues"; and a spiritual by the Golden Tones, "Move Over Gabriel."

Gem records being released via Apollo this week will include Nick Kenny's "When I Look into the Heart of a Shamrock," sung by Phil Regan and backed by "That Little Old Bible of Mine"; and Larry Lane's "If I Could Steal You."

Apollo Canadian Distributor,
Greene Music & Record Co.,
304 St. Paul St. West,
Montreal, Canada.

HIT PARADE

COLUMBIA

| Position | No. | TITLE | ARTIST |
|----------|-------|---|--------------------------------------|
| 1. | C1140 | YOU CALL EVERYBODY DARLIN' | JERRY WAYNE |
| 2. | C1141 | A TREE IN THE MEADOW | BILL JOHNSON |
| 3. | C1084 | IT'S MAGIC | DORIS DAY |
| 4. | C1107 | MY HAPPINESS | MARLIN SISTERS |
| 5. | C6215 | TWELFTH STREET RAG | FRANKIE CARLE |
| 6. | C1077 | LOVE SOMEBODY | DORIS DAY & BUDDY CLARK |
| 7. | C1154 | UNDERNEATH THE ARCHES THE SERENADERS | |
| | C1167 | (Available Next Week By CONNEE BOSWELL) | |
| 8. | C1104 | RAMBLIN' ROSE | TONY PASTOR |
| 9. | C1172 | HAIR OF GOLD | CYRIL SHANE (Soon To Be Released) |
| 10. | C1008 | COOL WATER | BOB ATCHER |

GOING STRONG

| | | |
|-------|---------------------------|----------------|
| C1124 | TURKISH DELIGHT | ARTHUR GODFREY |
| C1148 | EVERYDAY I LOVE YOU | HARRY JAMES |
| C1146 | BUTTONS AND BOWS | DINAH SHORE |
| C1150 | | GENE AUTRY |

R. C. A. VICTOR

| Position | No. | TITLE | ARTIST |
|----------|--------------------|--|---------------------|
| 1. | 20-2965 56-3233 | A TREE IN THE MEADOW | JOE LOSS "HUTCH" |
| 2. | 20-2862 | IT'S MAGIC | TONY MARTIN |
| 3. | 20-3109 | YOU CALL EVERYBODY DARLING JACK LATHROP | |
| 4. | 20-2965 | MY HAPPINESS DOROTHY MORROW ENSEMBLE | |
| 5. | | LOVE SOMEBODY | |
| 6. | 20-2189 | MAYBE YOU'LL BE THERE BETTY RHODES | |
| 7. | 20-2944 25-1117 | YOU CAN'T BE TRUE, DEAR WILL GLAHE | DICK JAMES |

Special Sale!

| | |
|------------------|--------|
| MAISEY | 399.50 |
| FIESTA | 399.50 |
| FAST BALL | 349.50 |
| PLAY BOY | 349.50 |
| SUPERSCORE | 324.50 |
| SUPERLINER | 280.00 |
| KILROY | 275.00 |

TERMS 1/3 DEPOSIT BALANCE C.O.D.

ALL GAMES IN PERFECT CONDITION
WANTED PIMLICO OR LONGACRE

JACK EDWARDS

PHONE 5818

750 George St., N.

Peterboro, Ont.

FOR SALE

One only, sporty five-ball pin table.

One — Challenger 1c shooting game on an iron stand — \$40.00.

One only, peanut Vendiz machine, eat them hot, Electric, \$20.00.

One Only, hockey game, takes two to play it.

SILVER MAPLES GOLF COURSE

PHONE—Winonia 185R33

STONEY CREEK, ONTARIO

Laugh and Grow?!!

"So you're out of work and want help? What's your trade?"

"I'm a painter, mister."

"Painter, eh? Well, now, my car needs painting. What would you charge to do that job?"

"Two dollars an hour."

"Two dollars an hour? Why, I wouldn't pay Michelangelo two dollars an hour in times like these!"

"Well, mister, I don't know this Michelangelo; but if he paints cars at less than two dollars an hour he doesn't belong to the union."

* * *

The train stopped at Stokesdale Junction and the brakeman came into the car and shouted: "Stokesdale Junction, change cars for Wellsboro. All out for Wellsboro!"

Nobody got out. Then, after the train had started up again an old lady whispered to her neighbor: "I intended to go to Wellsboro, but that brakeman is the worst gossip in this county and I wasn't going to satisfy his curiosity."

First Golfer: "Shall we play another round next Monday?"

Second Golfer: "Well, I was to be married on Monday, but I can put it off till Tuesday."

* * *

"I hear Mike got in trouble at the bank."

"How?"

"Oh, he thought he was still in college and began taking notes."

* * *

Why is a corset like an ash cart?

Because it goes around gathering up the waist.

* * *

The house agent decided to be quite frank with his latest clients.

"Of course," he began, "this house has one or two drawbacks which I feel I must mention. It is bounded on the north by the gasworks, on the south by an indiarubber works, on the east by a vinegar factory and in the west there is a glue-boiling establishment."

"Good heavens!" gasped the husband. "Fancy showing us such a place. What a neighborhood!"

"Quite so," replied the agent. "But there are advantages. The rent is cheap, and you can always tell which way the wind is blowing!"

PARTS AND SUPPLIES FOR COIN MACHINES

Genuine Genco Mallory pin game rectifiers. Stock is limited and subject to prior sale.

| SPECIAL | | | |
|---------|---------|-------|-------------------------|
| | 1 to 24 | 25 up | (Reg. Operators' Price) |
| F20HIP | 1.95 | 1.65 | (3.80) |
| F24HIP | 2.25 | 1.95 | (4.35) |
| F28HIP | 2.55 | 2.25 | (4.75) |
| F32HIP | 2.85 | 2.50 | (5.60) |
| F24C3P | 3.25 | 2.95 | (6.25) |
| F24C7 | 3.95 | 3.50 | (7.60) |

| GENCO PARTS | SPECIAL PRICE | | |
|---|---------------|------|--------|
| | REG. PRICE | Ea. | Lots |
| | Each | Each | 6 & up |
| W308 Armature Assembly | .70 | .35 | |
| W309 Armature Plate | .35 | .20 | |
| W297 Recording Arm | 1.25 | .38 | .35 |
| W344 Door (Plain) | 1.50 | .75 | .70 |
| W301 Ball Shooter Assembly (Metal) Complete | 2.35 | 1.75 | 1.50 |
| W336A Transformer | 6.50 | 2.95 | 2.75 |
| W302 Outside Ball Lift-Complete | 1.20 | .90 | .85 |
| W312 Contact Bracket for large Step-up Gear (Specify 3 or 4 Points) | .55 | .35 | .30 |
| W303 Inside Ball Lift | 1.20 | .90 | .85 |
| W310 100 Step-up Gear (Small) | .85 | .65 | .60 |

| | | | |
|---------------------------------------|------|------|------|
| W313 Reset Arm for 100 Step-up Gear | .75 | .35 | .25 |
| W299 Free Play Unit | 3.25 | 2.50 | 1.95 |
| W306 1000 Step-up Large Gear Complete | 1.55 | 1.25 | 1.15 |

MISCELLANEOUS PARTS

| | | | |
|---|------|------|------|
| W823 Pin Game Clock (Bell Type) | 1.75 | 1.25 | 1.00 |
| W1026 Maple Skee Balls-2-3/4" Diameter | .45 | .25 | .20 |
| W1175A Curved Glass for "Ten Pins" & "Ten Strike" | | 2.75 | 2.50 |
| W615 Gun Lens for Seeburg Guns | 2.50 | | |
| W618 Photo Cell-All Directional | 4.35 | | |
| W619A Photo Cell CE23-Chicken Sam | 1.25 | | |
| W619 Photo Cell for "Rapid Fire" | 2.50 | | |

ALL ITEMS ABOVE LISTED SUBJECT TO PRIOR SALE. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

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EYE DETROIT SHUFFLEBOARD

(Continued from Page 21)

which has had more than a little success in Chicago has been encouraged by all manufacturers and handlers of shuffleboards. Currently there are five leagues of eight teams each in operation in Detroit. Each team consists of 12 players, with three alternates. Teams represent a given location and in several instances are also co-sponsored jointly by an industrial firm in the immediate vicinity, such as in one case, the U.S. Rubber Company here.

Games are played weekly, alternating each week so that a team plays one week at home in its own tavern, the next week in another league spot. This brings the players and their followers to a new spot and helps business. Games are usually played on Monday, Tuesday or Wednesday nights when business is normally poor, and, with the development of a spectator sport interest, has resulted in Saturday night business. An average of at least three personal spectators traveling with each of the 30 players has been noted. The

American Shuffleboard Company furnishes a trophy for the winner in each league.

Plans for interstate competition are being worked out, to include Michigan, Ohio, Indiana and other States. It was pointed out by James Curtis that it takes a lot of time and much playing to develop the right caliber of players for this big-time competition.

Suggestion that a national shuffleboard organization be the ultimate objective, to place the sport on a sound competitive amateur basis, was made by Walderhesel, who pointed to the well-known American Bowling Congress as a model.

Most boards operated in this State appear to be the 22-foot size, with about two dozen 20-foot American boards operated up-State, mostly in private clubs. The small 12-foot model has not yet been introduced in this State. Some Pennsylvania and New Art boards are also being operated here.

Men on the inside of shuffleboard sales here appear agreed that the local market has only been partially tapped, and that a marked expansion for their product lies ahead in both Detroit and Michigan. In view of the apparent indications of an expanding trend, Michigan amusement operators will be almost forced to work out some compromise arrangement such as the servicing arrangement or face renewed competition.

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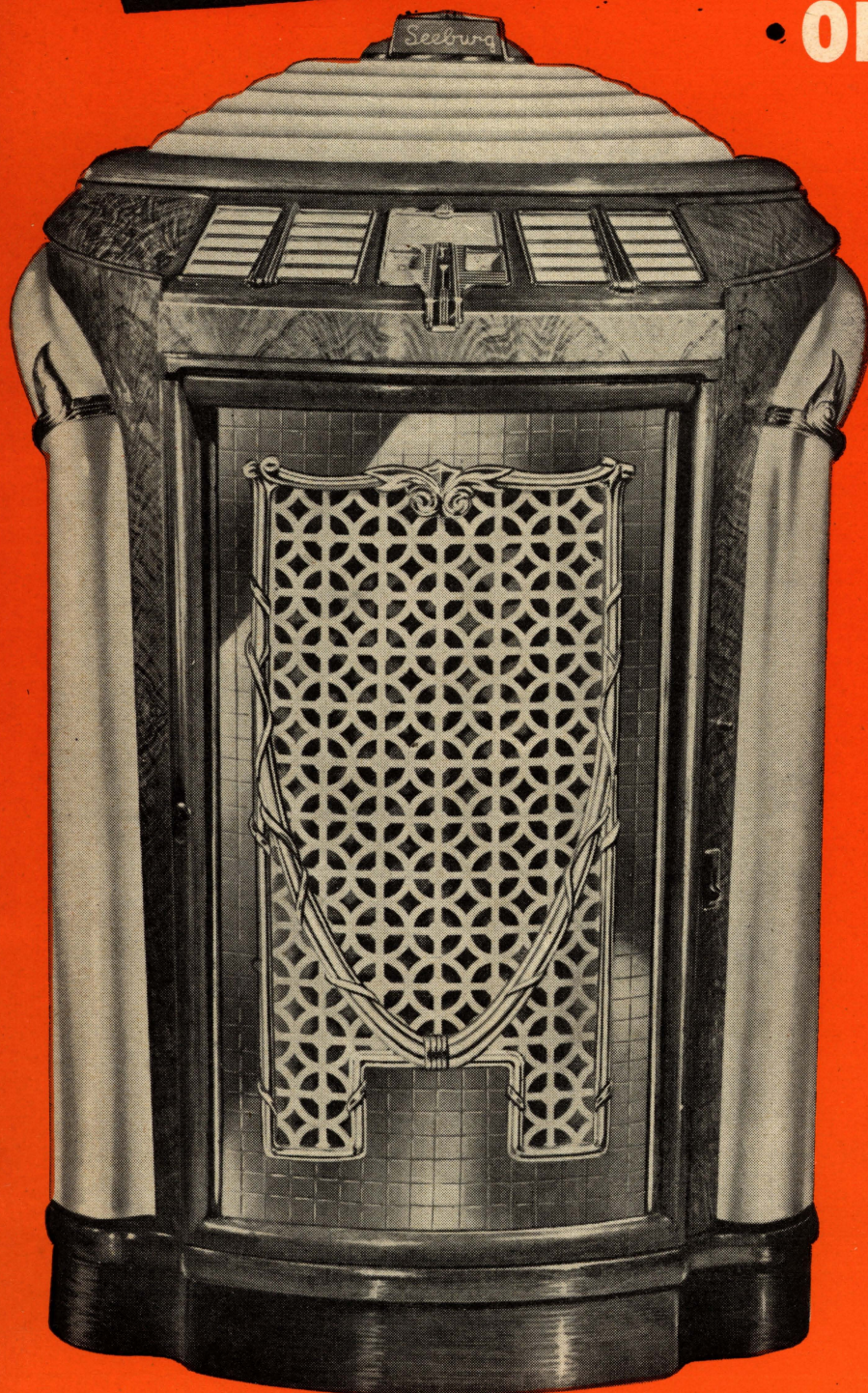
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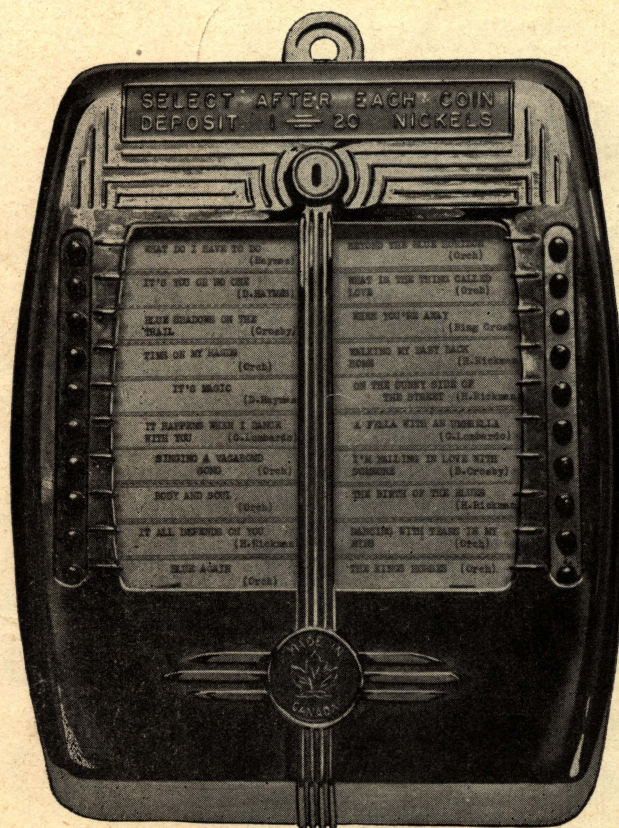
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